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Public Relations for the
Education Industry

Dairy Dispatch

You Can Never Have Enough Cheese in Your News

Burger Bites

Big surprise: Americans love hamburgers. Burgers comprise 71 percent of the beef served in U.S. restaurants, and 40 percent of all sandwiches sold. We like 'em with condiments; mustard and ketchup being the most popular. We like 'em big – Denny's Beer Barrel Pub in Clearfield, Pa., has offered a six-pound hamburger, named Ye Olde 96er since 1998. It comes garnished with two whole tomatoes, 1/2 head of lettuce, 12 slices of cheese, a cup of peppers, two whole onions, plus large dollops of mayo, ketchup and mustard. Apparently, no one has been able to finish one.

We like 'em made for us, mostly by McDonald's. And we celebrate May 28 as National Hamburger Day, capping National Hamburger Month (whew). The idea for this inspired promotion is credited to the oldest burger chain, White Castle, started in 1921. Their name was chosen to reflect purity and stability to distinguish the restaurant from other, less healthy food outlets. They sold five cent burgers; we liked that too.

Source: www.foodreference.com

How to Reach Us

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News That's Freshly Ground...

Curriki and GlobalScholar Partner to Extend Reach of Open Source Curriculum

Curriki, an open source community for K-12 education, and GlobalScholar, a provider of curriculum, instruction and assessment management solutions, announce a partnership to extend the reach of open source curriculum to educators around the world. This collaboration will allow educators, parents and students to access Curriki's free online content through the GlobalScholar platform. In addition, the partnership provides educators using the GlobalScholar platform with an easy way to share their curriculum with the Curriki learning community. The integrated product features are expected to be available by the start of the 2008-2009 school year. For more information, visit www.curriki.org and www.globalscholar.com.

Fourier Launches Next Generation of Nova5000

Educators have a growing number of options when it comes to student computing devices as more emerge in the marketplace. Unlike other available options, the *Nova5000* from Fourier Systems offers a unique solution – a high-powered computing platform that is bundled with the tools and software many educators want to use, including the ability to connect with dozens of science probes, and software such as netTrekker d.i., Activote, MathResources and more. To offer educators even more features and functionality, Fourier Systems has added RAM, Flash memory, a faster processor, enhanced graphics software, an additional SD card slot, and a longer battery life. Now weighing only 2.4 lbs, Fourier Systems has lowered the device's cost to under \$500 – EX, SX and BX versions cost \$499, \$439 and \$399 respectively. For more information, visit www.fourier-sys.com.

KC Distance Learning Earns Online Learning Awards

The United States Distance Learning Association (USDLA) recently presented four 2008 International Distance Learning Awards to KC Distance Learning, Inc. (KCDL), the 30-year leader in K-12 online and distance education programs. The company and its brands, Aventa Learning, Keystone National High School, and iQ Academies, received:

- 21st Century Best Practice Award for Distance Learning – Keystone National High School
- Best Practices in Distance Learning Programming For Online Distance Learning, Silver Award – Aventa Learning High School Biology
- Excellence in Distance Learning Teaching for Online Distance Learning, Platinum Award – Tom Young, science teacher, iQ Academy Wisconsin
- Outstanding Leadership by an Individual in the Field of Distance Learning Award – Anton Leof, vice president of corporate development, KC Distance Learning

To learn more about KCDL, go to www.kcdistancelearning.com.

Information to Relish...

PBS TeacherLine Offers Free Instructional Resources

As the gateway to all other knowledge, reading must be taught early in life and repeatedly reinforced throughout a student's schooling. Many American students still struggle through school because they have not mastered essential reading skills. Well-prepared teachers are critical to improving reading instruction and student achievement. To help educators enhance their knowledge and instructional skills in reading, PBS TeacherLine® offers more than 35 online courses in reading and language arts. PBS TeacherLine also offers free online teaching resources such as "Developing Active Reading With Effective Questions," "Tips to Evaluate Internet Resources," and other practical, research-based instructional strategies and best practices. To download these resources, go to www.pbs.org/teachers/resourceroundups/.

Key Curriculum Press Announces New Online Courses

To support math teachers and their use of technology in the classroom, Key Curriculum Press announces two new online professional development courses on using *The Geometer's Sketchpad*®. The two new online courses, *Teaching Elementary Math with The Geometer's Sketchpad* and *Teaching Middle School Math with The Geometer's Sketchpad*, are designed for math teachers and instructors of pre-service teachers. Each six-week course is led by a trained moderator and includes activities, videos and discussion forums for communicating with colleagues. The registration fee for each online course is \$225. For an additional fee, teachers can earn professional-level credit upon completion. For details, visit www.keypress.com/onlinecourses.

Dynamic Literacy Debuts Differentiated Content at IRA

Most children acquire roughly 800 words a year, whereas economically disadvantaged children acquire approximately 400 words. This has extensive ramifications for students' reading comprehension skills, as students with restricted vocabularies comprehend at lower levels. Dynamic Literacy, a developer of vocabulary instructional materials, introduces online differentiated content for its *Elements Series*, part of the *WordBuild Vocabulary Development System*™. Access to Novice, Mastery and Expert activities is now available, enabling teachers to introduce a vocabulary activity to the entire class, yet offer their students differentiated vocabulary instruction based on their individual skill levels. For more information, visit www.dynamicliteracy.com.

In2Books from ePals Now Free for Title I Schools

Focusing on how online collaborative technology can help reading coaches, educators and specialists increase student literacy skills, ePals, Inc., announces its e-mentoring curriculum-aligned program, *In2Books*, will be available to Title I schools at no cost beginning with the 2008-2009 school year. ePals will help participating Title I schools to implement the program, including locating and coaching adult pen pals and supplying all books needed for the program. In addition, the 2008-2009 classroom edition of *In2Books* also will include a new dedicated website for students, *Student Place*, that helps them make intelligent choices about books they would like to read. Educators are supported through *Teacher Place*, which includes detailed lesson plans, instructional tips and forums linking them to other educators implementing *In2Books* in their classrooms. For more information, visit www.epalscorp.com.

Flattening the Meatball

In 1885, Charlie Nagreen was a 15-year old entrepreneur with an outgoing personality determined to sell his meatballs at the county fair in Seymour, Wis. Unfortunately, fair-goers didn't want a sit-down snack, preferring to eat on their feet as they toured the exhibits. So, being a resourceful chef, Charlie located some bread, flattened his meatballs between two slices, added some fried onions, and introduced the "hamburger" to the receptive crowd. Having grown up in Hortonville, where ground beefsteak of the sort enjoyed in Hamburg, Germany, was a popular dinner item, Charlie simply adapted the already known "brand name" for his meat-



ball sandwich. Over the next 65 years, Charlie sold his creation at county fairs all over Wisconsin, becoming a local celebrity in the process. A statue of

Charlie, hamburger in hand, dominates the downtown Seymour skyline in his memory.

While other locales claim the title "Home of the Hamburger," none has supplied evidence dating back to 1885 like Seymour. To celebrate its legacy, the town mounts an annual "Burger Fest," featuring a parade, and competitive hamburger-themed events such as the Bun Run and the Ketchup Slide. Seymour also holds the record for the world's largest hamburger, a 8,266 pounder cooked at the festival on the mammoth "Charlie Grill," Aug. 4, 2001.

Source:

www.homeofthehamburger.org

Sizzle Me This...

To inspire your May 28 observance, a recipe for the “To Die For” burger, courtesy of bbq.about.com.

Ingredients

1 pound ground beef
1/2 cup minced onion
2 garlic cloves, pressed
Steak seasoning

Toppings

2 avocados
1 red onion, sliced thin
1 jar roasted red peppers
6 large onion rolls

Preparation

Combine ground beef, minced onion and pressed garlic. Pat into patties and sprinkle with steak seasoning. Grill to your liking. Place hamburger patties on an onion roll and top with red onion, lots of roasted red peppers, and avocado slices.

And to aid your digestion: Why do hamburgers make poor interviewees? Because they won't talk, no matter how long you grill them.

Mark Your Calendar

NECC Media Central
Grand Hyatt Hotel
San Antonio, TX
June 30, 2008

Adaptive Curriculum
Aventa Learning
Discovery Education
ePals
Excelsior Software
Fourier Systems
Funds For Learning
Key Curriculum Press
PBS TeacherLine
STI
Califone (Show Floor)

Call today (608-839-9800)
to schedule your appointments!

News That's All Meat, No Cornflakes...

Pokémon Learning League Teaches Manners

In addition to teaching reading, 'riting and 'rithmetic, more teachers are spending instructional time on two other R's – respect and responsibility. Manners promote the positive social skills necessary for success both in school and the workplace. Yet, the National Association of Elementary School Principals reports that the lack of good manners is a growing problem in classrooms and on playgrounds. To help educators incorporate respectful and responsible behavior into classroom culture, a new lesson about manners has been added to *Pokémon Learning League*™. Students learn about manners through familiar Pokémon characters and storylines that appeal to their age group. The new lesson helps students understand the rules for showing respect, why these rules exist, and how to demonstrate good manners in their lives. Accessible anytime, anywhere, and designed to take 10-15 minutes to complete, the *Pokémon Learning League* lessons enable teachers to easily incorporate instruction on manners and other social skills into the school day. For more information go to www.pokemonlearningleague.com.

Discovery to Host Three Special Educator Events

This summer, Discovery Education is hosting three events where educators will have the opportunity to learn about integrating technology into their instruction. From digital storytelling to streaming content, and from editing video to virtual field trips, these events will provide an opportunity for learning, sharing, networking, and practicing the skills necessary to help students learn using technology. The three events include: The Discovery Education *streaming* National Training Academy (June 1-3); The Discovery Educator Network Leadership Council Institute (July 14-18); and The Discovery Educator Network National Institute (July 21-25). Each event takes place at the Discovery Communications global headquarters in Silver Spring, Md. Media are welcome to attend. Visit www.discoveryeducation.com to learn more.

AV Tutor Fundamental Center Helps Build Literacy Skills

A National Research Council study indicates that the process of learning to read is lengthy and begins early in life. The *AV Tutor*™ *Fundamental Center* from Califone International, Inc., helps students to develop core reading and literacy skills, preparing them for continued education. The package includes the *AV Tutor* and six digital cartridge programs, helping educators to apply a multi-modal learning approach with beginning readers. The *AV Tutor* is a handheld player/recorder that allows students to compare their pronunciation of words with prerecorded “model” examples. Ideal for supplementing classroom curriculum, speech-language therapies, foreign language acquisition, and ELD/ESL applications, the device gives students an opportunity to build reading skills independently without needing access to a desktop computer. For more information, visit www.califone.com.



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